

Liverpool John Moores University

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Title: Event Management
Status: Definitive
Code: **7006BUSPR** (123629)
Version Start Date: 01-08-2020

Owning School/Faculty: Business and Management
Teaching School/Faculty: Business and Management

Team	Leader
Keith Thompson	Y

Academic Level: FHEQ7 **Credit Value:** 10 **Total Delivered Hours:** 20
Total Learning Hours: 100 **Private Study:** 80

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Seminar	20

Grading Basis: 50 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	Port	Portfolio of event evaluation	100	

Aims

To develop a deep understanding of the management of an event in the light of good professional public relations practice.

Learning Outcomes

After completing the module the student should be able to:

- 1 Analyse key issues for concept development and develop event objectives
- 2 Critically assess resource strategies, onsite management and planning criteria
- 3 Manage an actual event and evaluate its relative success

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Portfolio of event evaluation	1	2	3
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Outline Syllabus

Event objectives

Media events and their relative effectiveness

Historical and cultural perspectives

The role of the PR professional in relation to events

Public events and their relative effectiveness

The development of online events

Methods of maximising publicity for events

Resourcing

Action plans and onsite management

Evaluation and monitoring

Learning Activities

Workshops, guest speakers, experiential discourse, field visits

Notes

This module is necessarily interactive with an emphasis on events as an integral part of the PR mix together with an effective balance between evidence of good practice and theory.